

ABSTRACT OF THE DISCLOSURE

A method and apparatus for serving at least one message in conjunction with an advertisement for display on a World Wide Web page. The advertisement and message may be thematically related and displayed close to each other on the Web page. The advertisement and message may form all or part of a rich media file that is called when the Web page is served to a user device for display on the user device. The message may be tailored to include information specific to a user viewing the Web page, message and advertisement to direct the user's attention to the advertisement or otherwise enhance the advertisement.